

# California Activist '83

## Bulletin of the Libertarian Party of California

VOLUME 2, #6

401 E. Taylor Street, San Jose, CA 95112

OCTOBER, 1983

### LIBERTARIANISM CAN WIN IN CALIFORNIA IN 1984

Dave Scholl

In the last ten years the Libertarian Party has achieved the status of the major third party in the United States. The LP is also recognized in many political circles as a seedbed for many creative ideas.

But the LP is either unknown or ignored by the general electorate. At an average vote total of just 2%, the party has little real impact on public policies.

Having established itself, the LP must now prove that libertarian ideas will really work as solutions to the problems of government. It must also prove that the voters will elect and re-elect people who hold libertarian views. The LP must prove it is ready to govern--or, more accurately, to ungovern.

Solely educational campaigns for partisan office have been and are important for promoting libertarian concepts. But it is time for the LP to put major emphasis on the election of libertarians to decision-making positions. The best immediate chances for success are in non-partisan local races.

In those contests the image of being a "fringe" party candidate doesn't exist--there are no party labels on the ballots. By targetting specific local elections, the LP also gives its candidates an advantage--the support of the volunteers, party expertise, and solutions to the current crises facing local governments.

Practical solutions are a particular strength of the Libertarian Party. Local governments are in a serious dilemma. Through Proposition 13 and other voter actions, the tax money available to local politicians has been drastically reduced. At the same time, the public complains vigorously whenever

"necessary services" are cut back. The good old boy establishment local politicians can't even conceive of any answers besides higher taxes or lower services.

But the libertarian movement (especially Bob Poole and the Reason Foundation) have developed practical free market solutions to the problems. It is time for libertarians to assert their title to their ideas--to offer those ideas and themselves to their local communities.

By winning local offices, implementing libertarian solutions, and winning re-election, the LP will develop a political base from which to seriously challenge the two larger parties in partisan races. The socialist Campaign for Economic Democracy (CED) has already proven the potential of the local office base building.

More importantly, libertarian local office holders may be able to create islands of relative freedom--an accomplishment which in itself makes the efforts worthwhile.

The first stage in the process of local base building can be achieved in 1984. Each active local party organization should begin now to examine the local political scene. The local LPs should determine which offices its candidates can win, and which of those have the greatest potential impact. They should target only as many races as the organization can effectively handle--based on availability of serious libertarian candidates, finances, and volunteers. As a general goal, the local LPs should seek the election of four libertarians to office in communities in California during 1984.

From the list of races chosen by the local groups, the Libertarian Party of

California should choose four on which it will concentrate its efforts--again based on the candidates involved and the impact of the offices.

The offices considered by the local LPs should not be just the "glamorous" ones--like mayor, city council, and county supervisor. Positions such as county or city clerk and treasurer, school board, utilities board, water and sewage district, and fire district are easier to win and may offer a chance to introduce a libertarian approach into the local political debate.

To determine your chances to win, look at:

1. the local political situation;
2. your candidates;
3. your finances; and
4. your volunteers.

If the political situation isn't favorable, you will be wasting time and money on a race. A head-to-head battle with a popular opponent who is well organized and financed doesn't make sense. You'll lose the contest, waste your resources, and unnecessarily create active political enemies. But if you have a candidate who is viewed by local opinion makers as just as credible as your opponent, and if you have sufficient resources to run a strong campaign--do it.

Libertarians should especially consider multiple vote races. These are contests in which the electorate can cast votes for more than one candidate. If there are, for example, three seats up for election, each voter can mark their ballot for up to three candidates. The three candidates with the highest vote totals win--even if they receive only a

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plurality, and not a majority. And any candidate who is even the third choice of a majority (50% + 1) is guaranteed victory.

If two LP candidates can each become the first choice of 10% of the voters, the second choice of another 15%, and third choice of an additional 25%, they will both be elected--probably by substantial margins.

If it is possible to win, the probability of winning depends greatly on the credibility of your candidates. Credibility depends on the image which the candidate has with opinion leaders in the community. That doesn't mean just the editor of the town newspaper and the current political officer holders, or even the political activists. They are only a part of the larger group of people to whom others look for advice on local elections. The opinion leaders may include officers of private clubs, clergy, barbers, bartenders, hairdressers, teachers, coaches, business leaders, and even card players and pool sharks. Anyone who regularly comes in contact with many other people, who expresses opinions, and whose opinions are respected by others (even if not by all).

Your candidate must have at least a reputation with these people as being capable of handling the office being sought. It is best if your candidate is known as a success in some field of endeavor, intelligent, honest, willing to listen, and serious about winning. (Not necessarily in that order.) If your candidate has an image with these people as being a little crazy, dishonest, opinionated, or just a political gadfly, then all the campaigning in the world is unlikely to win a local election.

Assuming a reasonably good reputation, your candidate also has to be willing to work to win. Will the candidate campaign 10 hours a day during the last two weeks before the election? Every evening and weekend the four weeks before that? And every Saturday and three evenings a

week the four weeks before that?

If no, your candidate either isn't serious or doesn't know what it takes to win.

Besides the candidate, you need volunteers to communicate with the voters and handle the nuts and bolts of campaigning.

There should be a core group of at least three leaders who have sufficient political experience, a practical approach, and the time necessary to run the campaign. You should also have enough other volunteers--not necessarily libertarians--who will spend enough time to make phone calls, distribute literature, stuff envelopes, run errands and put up signs. The larger the community, the more such volunteers you'll need. As a general rule of thumb, try for one volunteer manhour for each 40 residents in your community (i.e.: 20,000 residents = 500 manhours = 20 volunteers each putting in 25 hours during the campaign).

And finally, you'll need

a supply of the mother's milk of politics--money. Even the simplest campaigns need printing, signs, telephone calls, transportation, and so on. An effective, winning campaign will cost. As a rough estimate, you can plan on spending \$.50 per registered voter in a mildly contested race. If the race is for one of the less visible offices, clerk or water district for example, the cost will be less. If the campaign is for a hotly contested position, the cost will rise.

If the local LP organization can put together the candidate, volunteers, and finances it can greatly boost the future of liberty. The 1984 local elections offer a historically unique chance for the LP to begin building a firm base by electing candidates to office.

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DAVE SCHOLL is a political consultant with Communications Consulting Group in Sacramento, California.

#### 1985 LPC CONVENTION

Jack Dean  
SCC Chair

Bids are now being accepted for hosting the LPC's 1985 Convention, to be held in February on "Presidents' Weekend."

Bids may be as creative as you desire, but should definitely include the following basic information: the tentative theme of the convention; convention goals; a list of tentative management personnel with their backgrounds; information about the hotel, especially room rates and a brief description of the meeting facilities; an outline of the proposed program, including suggested speakers and package costs; a tentative promotional schedule, including mailings to members as well as publicity; your proposed split of the profits between your organization and the LPC; any other pertinent information.

The Standing Committee on

Conventions hopes to make a recommendation on the '85 site to the State ExecCom meeting on November 12 and 13 in Sacramento. Therefore, the deadline for submitting bids is October 24, to allow the SCC time to review the bids and prepare its recommendation for the ExecCom. The SCC is especially hopeful that by awarding the bid this early, the key personnel of the '85 convention team will be able to work closely with the current staff of the '84 convention, providing valuable continuity between convention committees, which has sometimes been lacking in the past.

Bids should be sent to Jack Dean, Chair of the SCC, at Galt Publishing, 727 N. Harbor Boulevard, Fullerton, CA 92635. For more information, Jack can be reached at 714-871-4560 during the day.



ON THE FRITZ  
Marshall William Fritz  
Executive Director

If you have ever been asked to write a monthly column, then you know how I feel trying to come up with a catchy title. While not totally pleased with this title, it is far better for libertarians than the other that comes to mind, "Marshall Law." But enough of this.

LPC Chair, Mary Gingell, has asked me to write this column, to keep you all informed about my activities and accomplishments as Executive Director of the Libertarian Party of California. I would also like to tempt those of you who are not yet contributing to statewide projects to do just that after reading about our activities. I hope the temptation is irresistible!

\* \* \*

A good way to start is to describe what the Executive Director does over the course of a month. Since today is the 22nd of September, I'll report on the last 30 days.

August 22 was a day mainly of phone calls. I use Sprint which keeps my bills down to \$300 per month. Most of the calls are to libertarian volunteers to help them set up meetings or to help resolve questions they have in organizing their local regions.

About a fourth of the phone calls are to get appointments for fundraising. In August, I was on the phone long distance, 1,118 minutes, total 201 calls, average duration was 5.6 minutes, average call was \$1.30. (IDEA: I would like but can't afford a headset like the phone operators use. If you have one or could buy me one, it would be a neat contribution to the cause, and I would put it to good use.)

On the 23rd and 24th I prepared the third draft of a new recruiting brochure, "WHY THE LIBERTARIAN PARTY IS FOR YOU." I took all the suggestions I received from the 2nd draft and synthesized them into a coherent set of improvements. Then I retyped the brochure (on a wordproces-

sor a friend lets me use), did the paste up, and made a hundred photocopies (courtesy of another friend). Next I mailed that draft to 62 libertarians throughout the state for their review.

This gives you some idea of my style. I don't like to work with a committee of 10 to write a brochure or do anything else. Life is too short.

But I do need the ideas of others, and use this approach to receive their help. I don't seek unanimity, except from the literature committee (Mary Gingell, Gloria Rotunno, and Jeff Hummel), when they make the final review.

Good news: I sought (more phone calls) and received donations of the printing of 20,000 of these brochures, so the cost to local county organizations will be very low. Mary and I have talked about providing at no cost to each region enough to include one with each copy of your newsletter. The brochure should be available about November 1. Let me know if you are interested in taking advantage of this proposal.

On the 25th I started a 6-day trip to Southern California. I stopped in Bakersfield and asked a prominent libertarian for some help; he gave a four-figure contribution to the party. Then on to San Diego to do an "Introduction to Libertarianism Evening." Dick Rider was a perfect host, and Perry Willis and crew had put together an audience of 15. One of the major purposes of my giving these Intro's is to help teach local people how to do it. Dick Rider has agreed to become an Intro Instructor. (Mark Hinkle and Joe Fuhrig are also Intro Instructors.)

On Friday, after productive meetings with Perry Willis on local organizing and Alan Hemphill on media, I went to the home of Lon Finnell in Perris and gave an Intro Evening to 18 libertarian prospects. This should help Riverside County have enough new people to get going again.

Saturday I met with a very interesting fellow in Orange County who is a specialist in coaching people in the techniques of "idea transfer" through presenta-

tions. I think his skills will be helpful to us. He agreed to donate some of his time.

Saturday night was spent with a reporter friend in Torrance, and I think he is on his way to becoming a libertarian. As you may already know, I don't use hotels and rarely restaurants; keeps the cost of being on the road way, way down. (If you have a spare couch or bed and would like a houseguest, please let me know. It's real easy to arrange.)

Sunday was mostly phone work, then a 2-hour meeting with a libertarian specialist in direct response, John Finn. I suspect that by this time next year we will be using direct mail both to gain members and to solicit donations from non-libertarians who are supportive of our positions on single issues.

Sunday evening was some personal time. Felt good.

Monday was back back on the phone, then a meeting with another libertarian direct response specialist, Craig Huey. He owns one of the most successful direct mail houses in the country, and he has agreed to help us.

After a very productive lunch with Sam Treynor, LPC Treasurer, it was back on the phone. Then a disappointment. It sometimes happens that the host or hostess of an Intro doesn't believe me that you need 15 people to say YES in advance in order to have 10 attendees, and that five MAYBES means no attendees. By the time we found out how few were attending it was too late to rebuild an audience, and a scheduled evening had to be cancelled.

Tuesday the 30th was phone work, then a meeting with Steve Kelly to design a media campaign to hype the October 14th Intro being hosted by Sylvia Barton and Region 67, South Bay. We are going to try to fill a room with 50 people, and will be using newspaper stories in the local papers, and a guest shot on a talk radio station, to try to bring in new people. Steve is doing the advance work, and Dave Nichols is coordinating the evening.

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("Fritz" from page 3)

Tuesday afternoon I headed back to Fresno; just two more meetings. Mary Shell, the charming Mayor of Bakersfield, and I got to know each other. I found out that she registered Libertarian during the ballot access drive to help us get on the ballot, and never did think of herself as a 100% libertarian. I was glad to find out she wishes libertarians well, although she is no longer registered.

Last stop was with Bob Gaede, acting chair of Kern County Libertarians, to bring him up to date on party affairs and encourage him to continue his good work rebuilding the Bakersfield party.

Wednesday was a day of opening mail, weeding, writing thank you notes, and unwinding. Thursday was personal.

Friday the 2nd of September found me back at the wordprocessor putting together the plan for a Telemarketing Seminar, to teach libertarians how to use the phone more effectively to invite people to come to their first libertarian meeting. Regional Chairs Mike Yauch, Tim Custer,

Terry Hollowell, Sylvia Barton, Gail Lightfoot, Perry Willis, and acting chair Larry Leathers all did a super job of recruiting students, and we had a such a successful session that it will be repeated on October 8 in northern California.

Thanks to Don Tarbell who lent us his offices for the workshop. And special thanks to Jan Bellamy of Santa Barbara who helped design the workshop and co-taught it with me. Also, thanks to computer marketing executive Dennis Benner for helping design the script.

\* \* \*

That's only 10 days worth. I'm tired of writing this and by now you must be tired of reading it. So I'm not going to write a blow by blow for the remainder of the month. Just a couple of high points:

Mariposa County libertarian Richard Harris secured 87 "prospective libertarian" names and addresses in the 3-day Mariposa County Fair, for an average of 29 per day.

#### AND IN MORE LOCAL NEWS...

By Bill Evers

Two alert Libertarians in Santa Barbara County are now members of elected district boards in their local area. One is Lou Villadsen, who is on the board of the Mission Canyon Fire District; the other is Mary Earle, a member of the Capintaria School District board. Both of them were automatically elected because there were more seats open than there were candidates. Libertarians everywhere should look for such chances to gain experience in public office and the prestige of incumbency....

In Palo Alto, 48-year-old businesswoman and Libertarian Cassandra Moore is running for one of the four at-large seats on the city council. Moore has the endorsement of economist Milton Friedman, who is at nearby Stanford University. And she has the help of activists Bill Evers and Bea Armstrong (newly moved to the area from Illinois, where she was LP gubernatorial candidate in 1982) together

with many other experienced LPers in the Midpeninsula area.

Moore has 500 signs up in Palo Alto. She has dominated the news coverage thus far. Telephone banks are already in operation. Polling, precinct walking, and mailings are scheduled. Principal issues at this point are the planned cable TV monopoly, the housing shortage caused by zoning, and the destruction of small businesses by the planning commission. Moore has raised and spent over \$3000 so far but needs at least \$8000 to win. Contributions are welcome at Moore for City Council, 3766 La Donna Ave., Palo Alto, CA 94306....

In San Jose, LP National Committee member Mark W. A. Hinkle is a serious contender for community college board. He is one of three candidates who filed for two openings.

Mark's statement for the voter information pamphlet stresses tuition and non-cooperation of college

I believe this sets a record for collecting good, solid prospects. His innovative approach will be documented and distributed shortly.

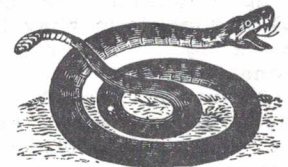
Bill Anderson put together a super pot luck organizing meeting in Santa Cruz county, and together he and I were able to get 11 offices filled. I think we can count on Santa Cruz becoming a growth county!

\* \* \*

People ask me how I'm doing. Answer has two parts: 1) the organizing is going better than I expected; 2) the funding in still nip and tuck. And with virtually no exceptions, I am very much enjoying this project and the libertarians I work with. My energy is high, and I am confident that this project is working, is worth it, and will continue.

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Marshall Fritz became full time Executive director in March of this year. His primary emphasis is in organizing new libertarian county committees, and helping existing ones to grow. His projects, along with other statewide projects, are supported by the contributions of California libertarians.



officials with Selective Service registration enforcement. He plans precinct walking on a limited basis to see how it affects vote totals....

In San Diego, LPer Betsy Mill came in fifth in a field of six running for school board from her district. She received nine percent of the vote overall, but ran first or second in 15 precincts. Mill believes that the campaign was worthwhile in that it demonstrated the value of precinct walking and because she set the agenda of issues which the other candidates had to address....



**COMMITTEE FOR PARTY RENEWAL  
LAWSUIT MOVES FORWARD**

In November, 1982, the LPC Executive Committee agreed to join in a lawsuit being sponsored by the Northern California Committee for Party Renewal which would allow much greater freedom for political parties in California. The work on this project is moving forward and the complaint is about to be filed in federal district court.

The Committee has retained one of the Bay Area's most distinguished trial lawyers--James Brosnahan of the prestigious firm of Morrison and Foerster--to handle the suit. Several party county central committees--among them the Los Angeles and Santa Clara Democratic committees and the San Francisco Republican committee--have also agreed to be colitigants.

The proposed lawsuit will challenge three major categories of restrictions, currently contained in the California Elections Code and the California Constitution. The first provision, Section 11702 of the Elections Code, prohibits California's political parties from endorsing candidates for nomination for partisan office in the direct primary elections. The second category of provisions, Section 37 of the Elections Code and Section 6 of Article II of the California Constitution, prohibits political parties from endorsing candidates running for school, county, or municipal office. The last category of Elections Code provisions to be challenged mandates highly detailed rules of internal governance which the state political parties must follow.

These provisions are invalid because the internal workings of a political party and expression of political beliefs are squarely within the protection of freedom of speech and the right of association arising from the First Amendment.

The Complaint seeks declaratory relief, namely, a judgment declaring that the challenged provisions are violative of the First and Fourteenth Amendments to the United States Constitution and are therefore invalid. In

**DAVID BERGLAND  
AND  
PATRICK HENRY  
TO HIGHLIGHT LP CONVENTION**  
Bob Lehman  
Convention Chair

Libertarian Party Presidential Candidate David Bergland will be the featured banquet speaker at the 1984 LPC Convention: "A Tribute to Our Libertarian Heritage," to be held at the Sheraton-Universal Hotel, Universal City, February 17--20.

**NOVEMBER EXECOM MEETING  
IN SACRAMENTO**  
John Slevin and  
Mary Gingell

The next LPC Executive Committee meeting will be held November 12 and 13 in downtown Sacramento, at the Mansion Inn, 700 16th Street. Primary items of interest on the meeting will be the upcoming presidential campaign and a first draft of the LPC's long-range plan, being developed by Jack Dean, Ed Clark and others for discussion at the 1984 LPC convention. The Executive Director Advisory Committee, the Fundraising Committee, and the Membership Committee will meet on Saturday, November 12, and the full Executive Committee will meet on Sunday, November 13.

Sacramento LP Chair Dave Harvey, and Sacramento activist John Slevin, are planning a fun as well as informative weekend, including a Saturday night party and a Sunday luncheon. County chairs and Executive Committee representatives will soon be receiving a mailing outlining the entire weekend, or you can call the San Jose office for details.

LPC group rates are available at the Mansion Inn, (916) 444-8000 (\$40 for a single, \$48/double), and also across the street at the Mansion View Lodge, (916) 443-6631 (\$22 for a single, \$26/double, one bed, \$30/double, two beds).



addition, the complaint asks for preliminary and permanent injunctive relief so as to prevent the defendants from enforcing or seeking to enforce the Elections Code provisions in questions.

Bergland will discuss "Our Libertarian Heritage and the 1984 Presidential Campaign" at the Sunday Night Banquet on February 19.

Another convention highlight will be Marshall Bruce Evoy's classic performance, in full revolutionary costume, of Patrick Henry's "Give Me Liberty or Give Me Death" speech, set for 11:00 A.M., Saturday, February 18. As an inducement for newcomers to attend at least part of our Convention, the Patrick Henry speech will be open to everyone at no charge.

**FUTURE OF FREEDOM CONFERENCE**

The 11th Future of Freedom Conference is being held October 21 through 23 at Long Beach City College in southern California. Highlights include a Saturday night tribute banquet for Professor Murray Rothbard (who is a member of the Libertarian Party of California), the presentation of the Mencken Awards, a showing of Rand's film "The Fountainhead," and a three-way panel with Murray Rothbard, John Hospers and Robert LeFevre.

There will be workshops, over 30 exhibits and many other activities. Tickets range from \$12.50 to \$50.00. The next discount deadline is October 10, and tickets will also be available at the door. For full details write FOF Conference '83, Box 4, Fullerton, CA 92632.

The Libertarian Party of California, in conjunction with the Bergland for President Campaign, will have an exhibit table at the conference. Bergland T-Shirts and literature and the new LPC recruiting brochure will be available. If you can help staff this table for one or more hours during the weekend, call Mary Gingell at 415-494-0140 or just show up at the table during the conference and relieve her for awhile.

The Committee is relying on voluntary financial support from interested Californians. If you would like to support this important effort, please send contributions to "Legal Fund, California Committee for Party Renewal," c/o Kay Lawson, 389 Gravatt Drive, Berkeley, CA 94705.

# LIBERTARIAN PARTY OF CALIFORNIA

## Central Committee Membership Application

401 East Taylor Street, San Jose, CA 95112

Name \_\_\_\_\_

Address ☐ h ☐ w \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone ☐ h ☐ w \_\_\_\_\_ Residence County \_\_\_\_\_

☐ I wish to be a member in ☐ my residence county or  
☐ \_\_\_\_\_ County.

☐ I am not registered to vote.

☐ I am registered Decline to State.

☐ I am registered to vote in the \_\_\_\_\_ Party.

☐ Please send a voter registration card.

*I hereby certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Membership Type	California Dues and Newsletter	Combined Membership California/National
Student/Basic	<input type="checkbox"/> \$15.00	<input type="checkbox"/> \$25.00
Regular/Basic	<input type="checkbox"/> \$25.00	<input type="checkbox"/> \$35.00
Sustaining	<input type="checkbox"/> \$45.00	<input type="checkbox"/> \$70.00
Life/Benefactor	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$1500.00

A subscription to the newsletter of the Libertarian Party of California and the local county is included in all memberships.

☐ Membership dues only—no newsletter—minus \$10.00. \_\_\_\_\_

☐ Nonmember newsletter subscription—\$15.00. \_\_\_\_\_

☐ Additional donation to help support the LPC. \_\_\_\_\_

TOTAL \_\_\_\_\_

### LPC OFFICERS & STAFF

Mary Gingell, Chair  
933 Colorado, Palo Alto 94303  
415-494-0140

Eric Garris, Northern Vice Chair  
1800 Market St., S.F. 94102  
415-864-0952

Melinda Pillsbury-Foster  
Southern Vice Chair  
7019 Chimineas, Reseda 91335  
213-342-9716

Carolyn Treynor, Secretary  
629 19th St., Man. Beach 90266  
213-546-2846

Sam Treynor, Treasurer  
629 19th St., Manhattan Bch 90266  
213-546-2846

Karen Huffman, Office Coordinator  
401 E. Taylor, San Jose 95112  
408-CRY-FREE

Marshall Fritz, Executive Dir.  
5533 E. Swift, Fresno 93727  
209-292-6700

### Libertarian Headquarters

401 East Taylor Street  
San Jose, California 95112

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